

UI/UX

Tips & Tricks for developers



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@evaluca

#LAS2020



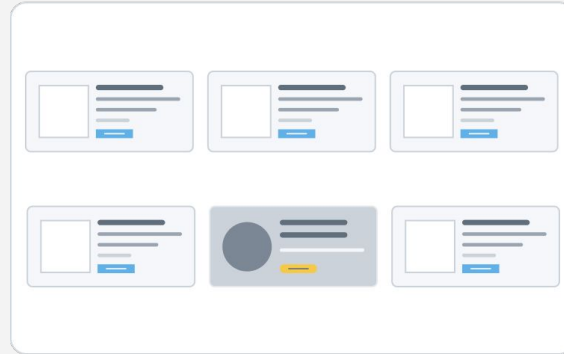
UI Principles & Patterns



Patterns are describing **recurring solutions** that solve **common design problems**
(ex. Breadcrumbs, Wizard, Undo, etc.)

Principles are **fundamental rules** about the practice of design
(ex. Consistency, Hierarchy, Contrast, etc.)

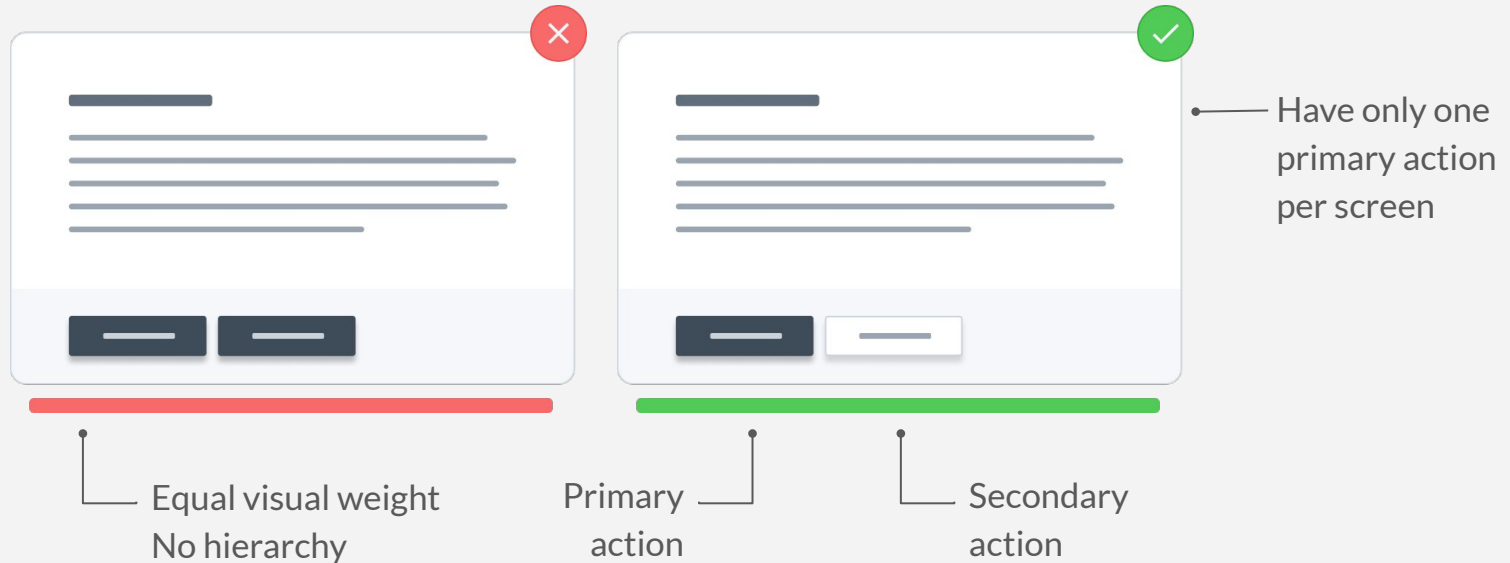
p1# Consistency



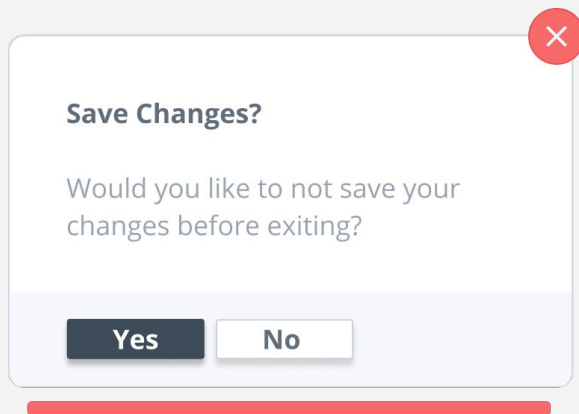
Similar objects should have similar meanings and functions

Allow users to recognize usage patterns, decreasing the learning curve

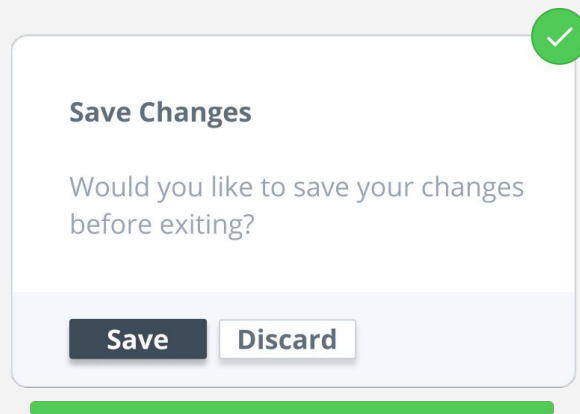
1# Buttons: Primary / Secondary Actions



2# Buttons: Verbs as Actions

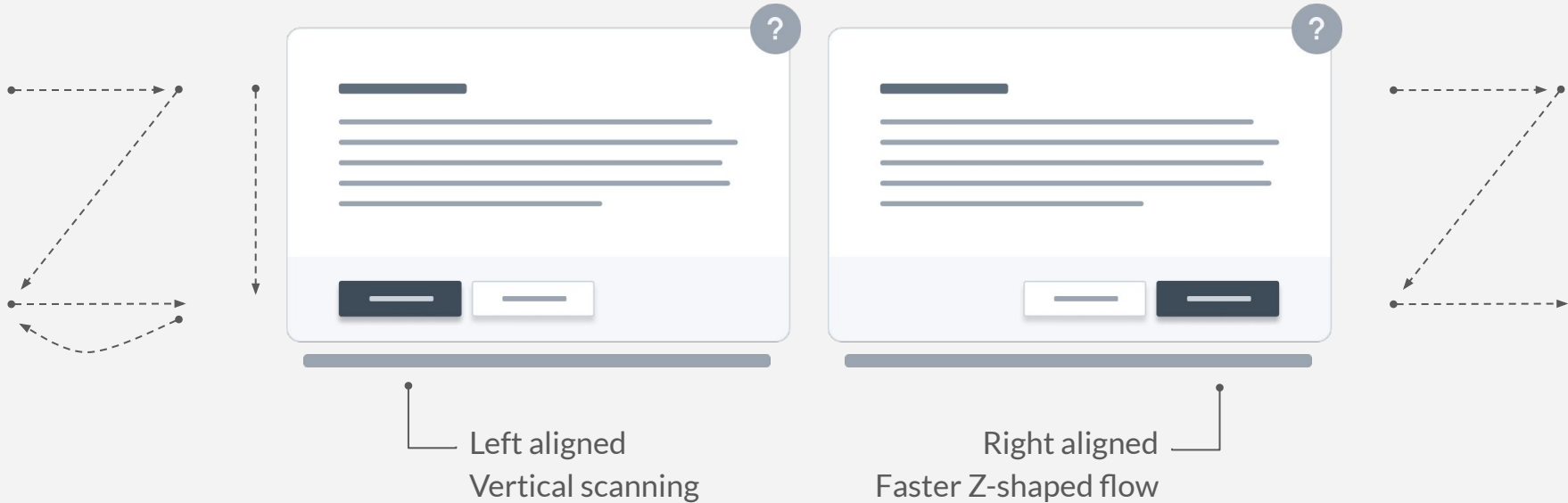


Avoid generic 'OK' or 'Yes'
Avoid confusing phrases
(like double negatives)

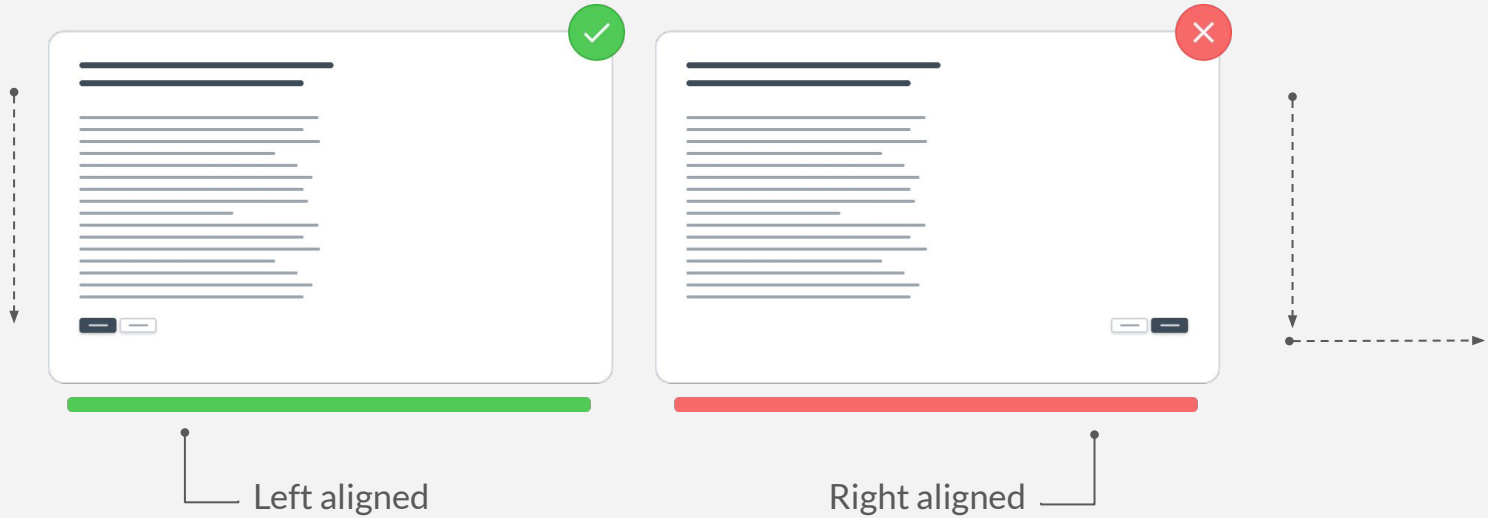


Use explicit verbs
Make it the obvious choice
Can take the action without reading

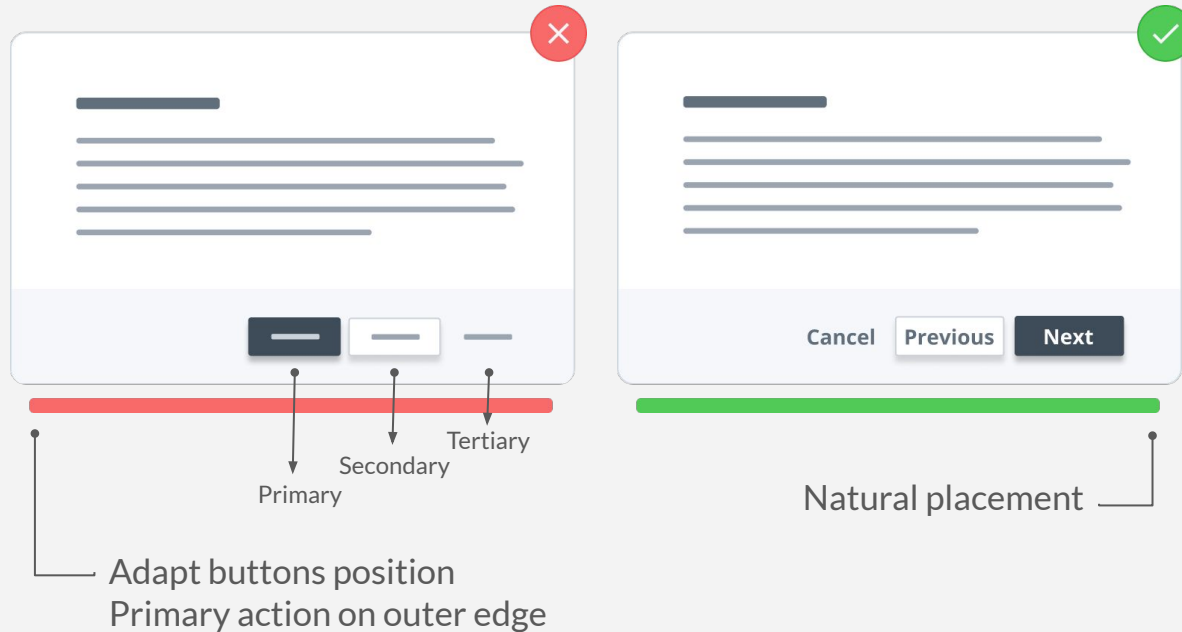
3# Buttons Placement: Modal Layout



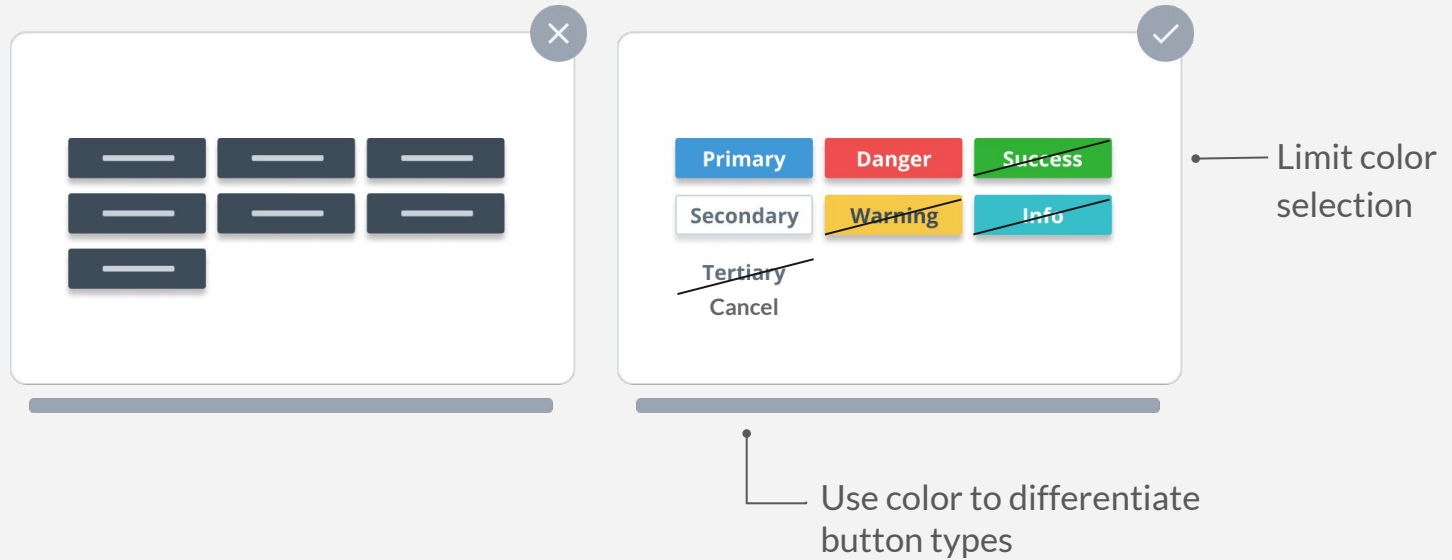
3# Buttons Placement: Full Page Layout



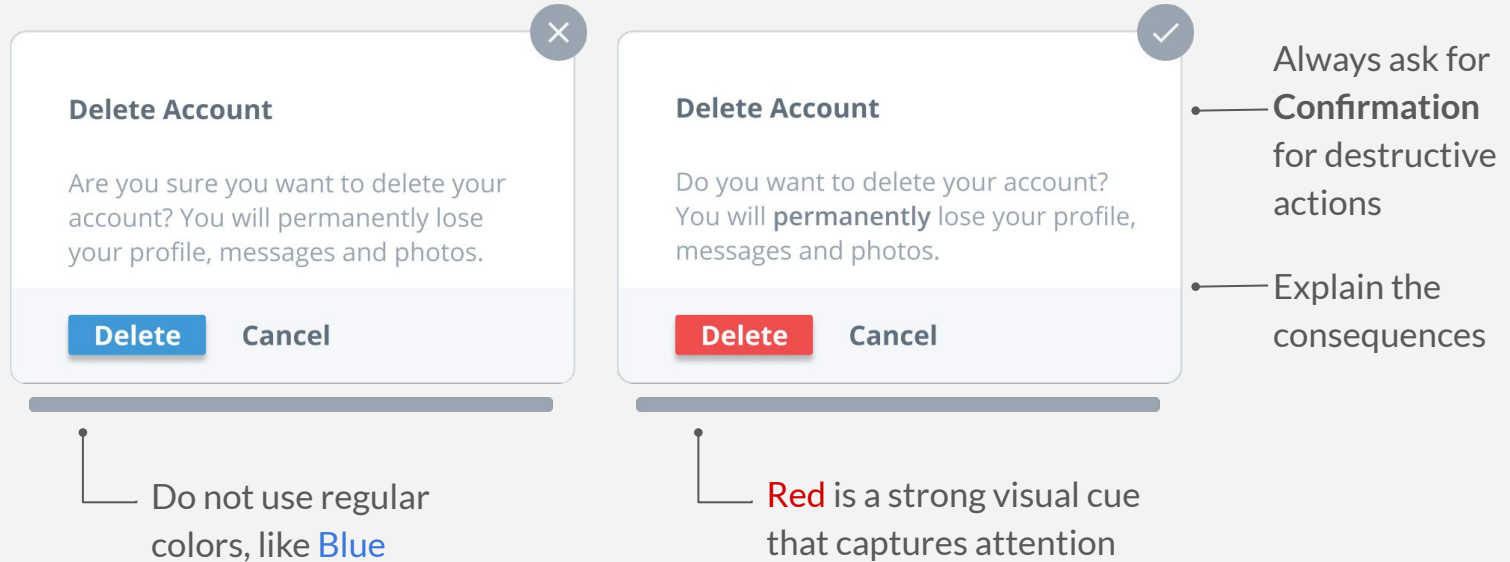
4# Buttons Placement: Primary Action



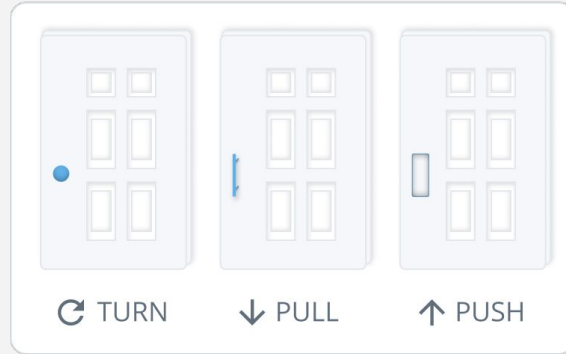
5# Color as meaning



5# Color: Destructive Actions

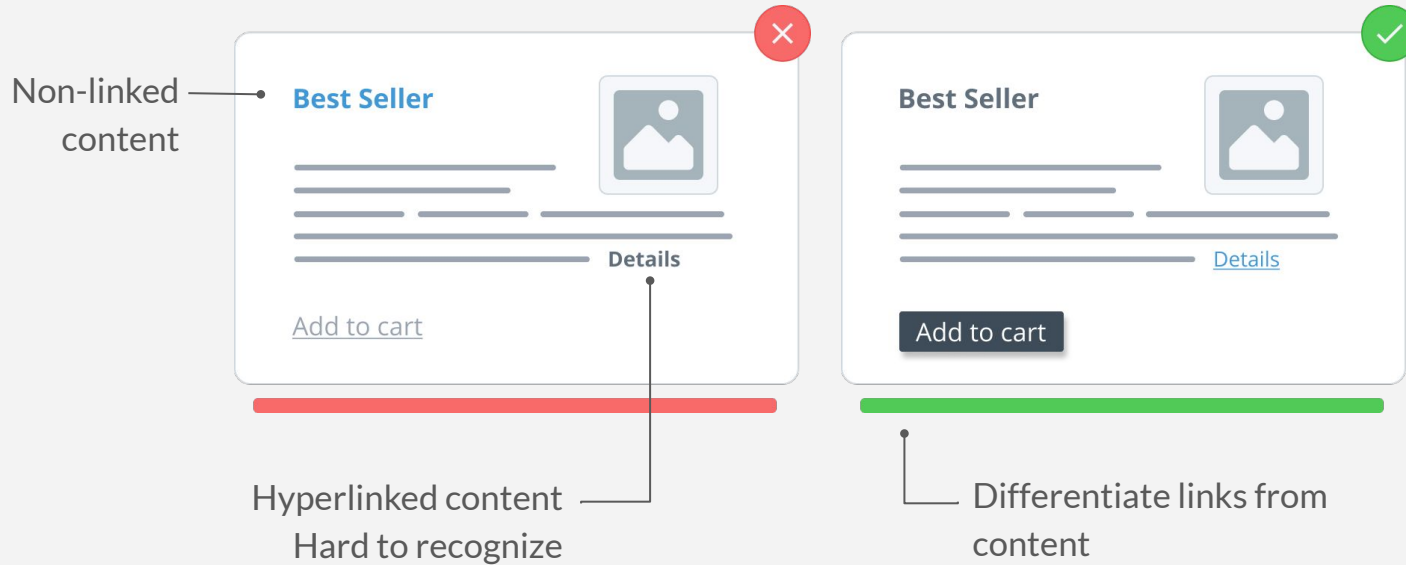


p2# Affordance



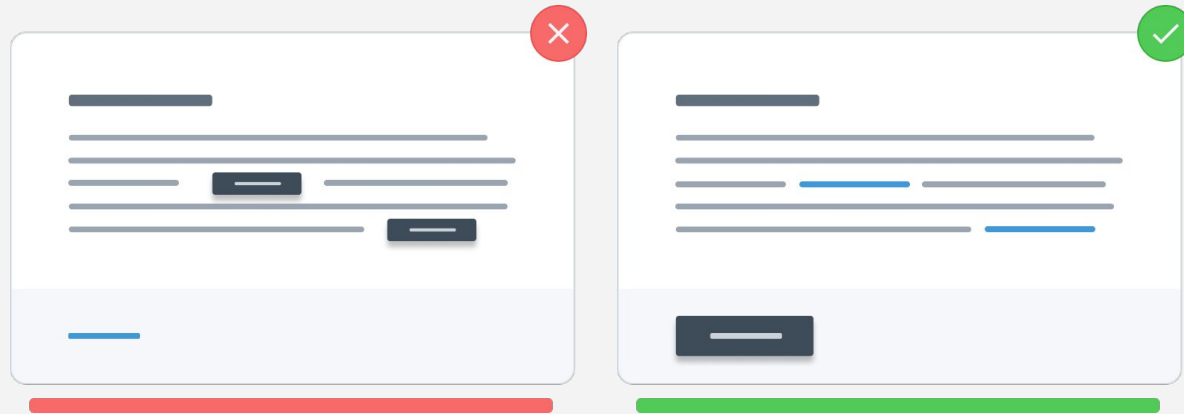
Cues which give a hint on how users may interact with an object

p2# Affordance: Links



Link = Blue + Underline

6# Buttons vs. Links



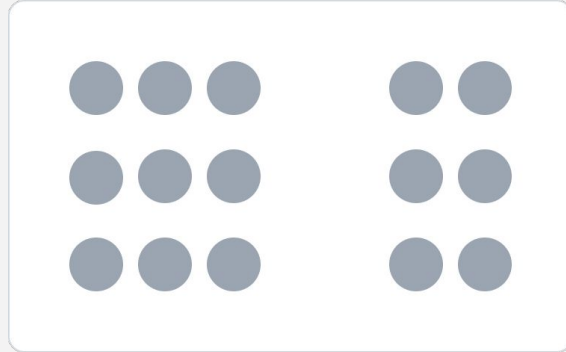
Button

[Link](#)

Use for **Actions**
Affects the interface

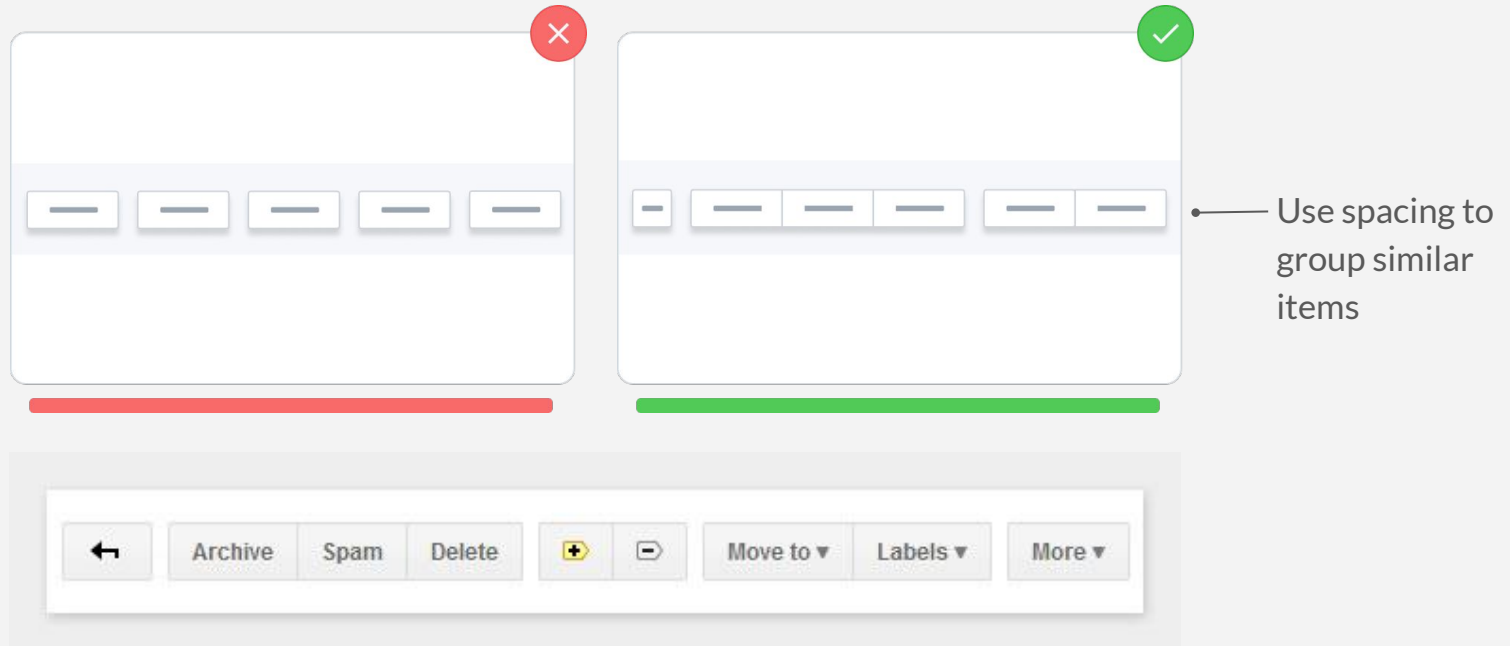
Use for **Navigation**
Doesn't affect the interface

p3# Proximity (Gestalt)

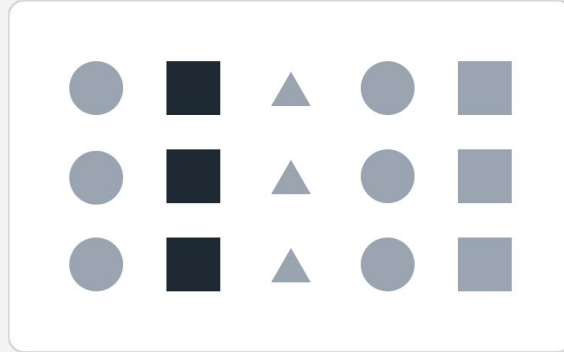


Objects that are close together are perceived to be related

p3# Proximity: Menus



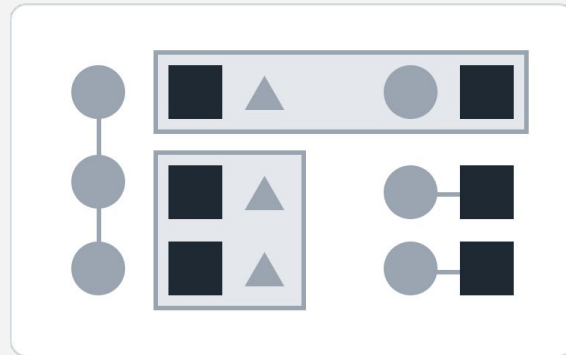
p4# Similarity (Gestalt)



Objects sharing attributes are perceived to be related

Color, size, shape or orientation can be used for contrast

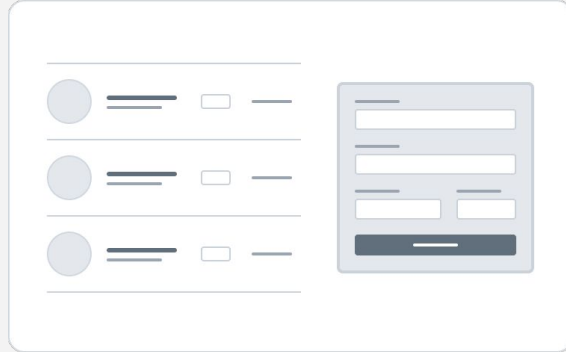
p5# Law of Unity (Gestalt)



Objects connected by lines or boxes are perceived to be related

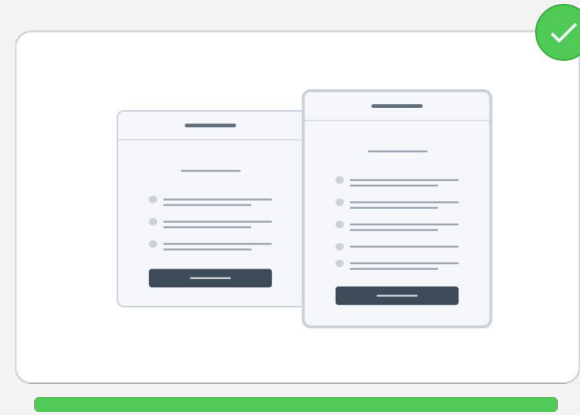
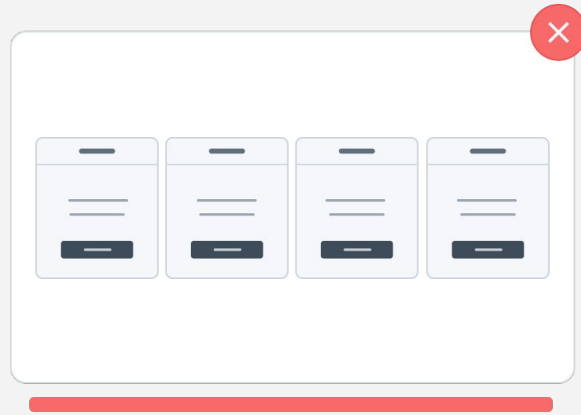
Overrides cues from proximity or similarity

p5# Law of Unity: Grouping



Using lines and backgrounds to group related elements

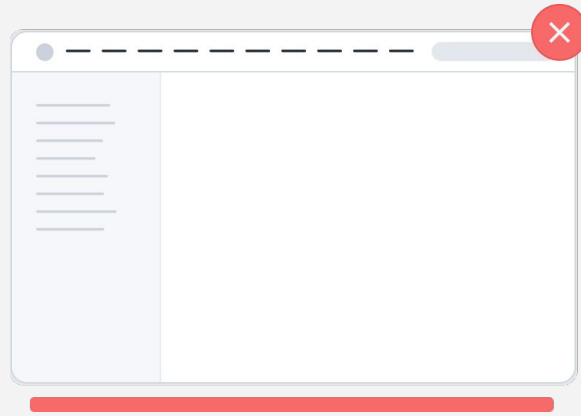
p6# Choice Paralysis (Hick's Law)



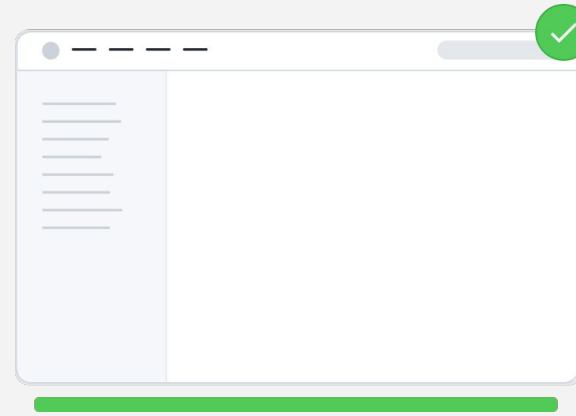
Recommended

The time to make a decision increases with
the number and complexity of choices

p7# 7±2 Rule (Miller's Law)



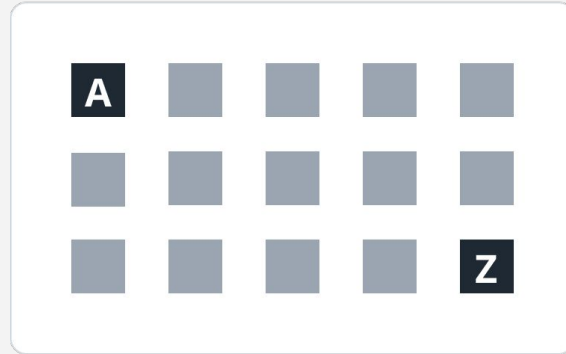
Human brain is limited to retain **7±2** items in the short-term memory at one time



Limit menu entries

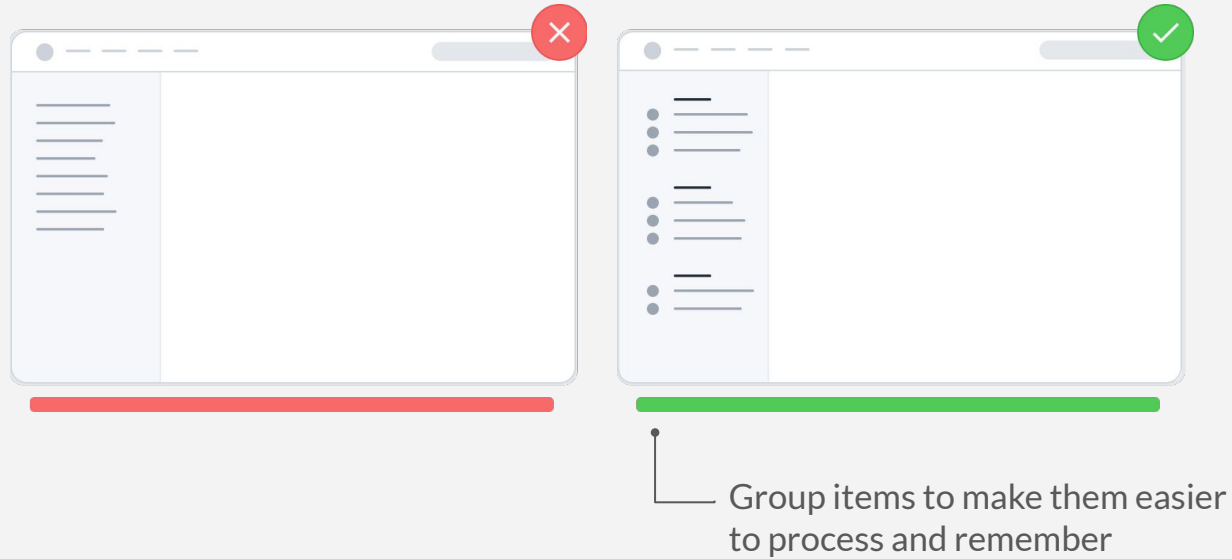
The **new** estimate is **4±1** chunks

p8# Serial Position Effect

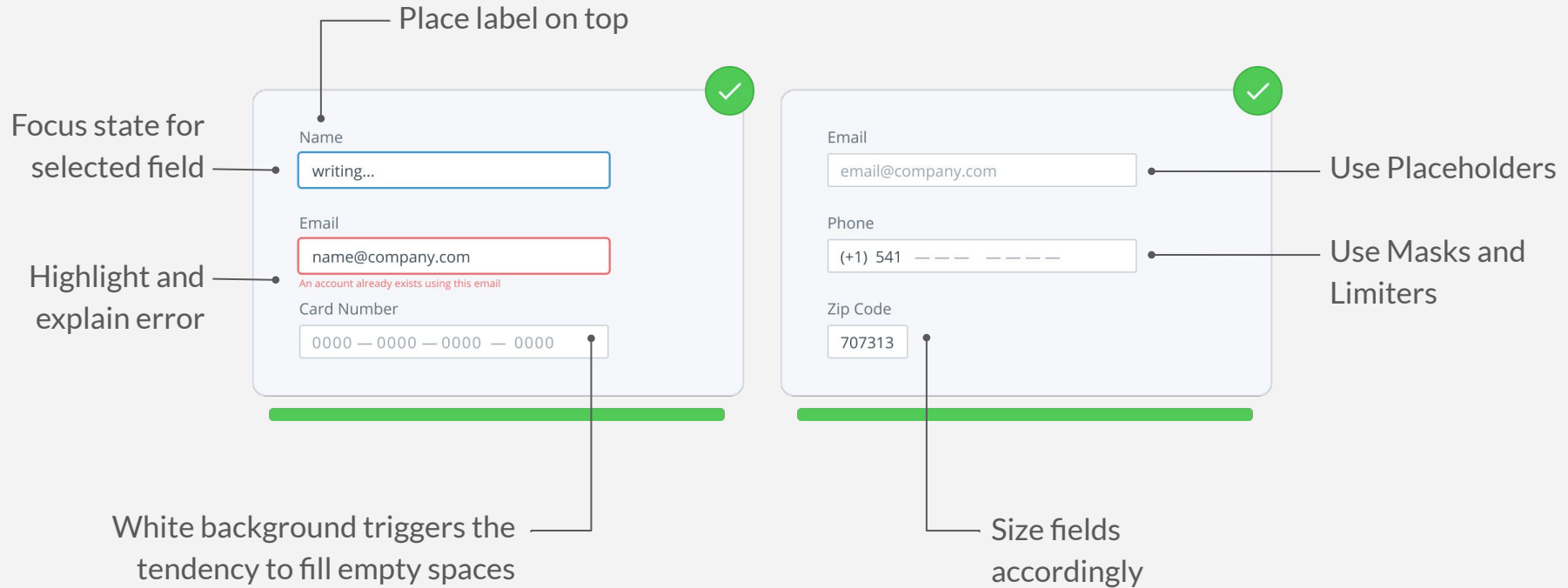


We remember best the
first and **last** items in a serie

pg# Chunking









7# Form Fields



8# Text Align: Numbers


The image compares two table layouts. The left table, marked with a red 'X', shows numbers (12564, 22, 356) left-aligned. The right table, marked with a green checkmark, shows the same numbers right-aligned. A red bar under the left table is labeled 'Hard to compare values', and a green bar under the right table is labeled 'Right-align numbers'.

	Left-aligned (Incorrect)	Right-aligned (Correct)
 	12564	12564
 	22	22
 	356	356

Hard to compare values

Right-align numbers

8# Text Align: Tables



	21 Sept 2019		\$425.00USD
	15 Sept 2019		\$2500.00USD
	18 Aug 2019		\$1800.00USD
	4 Oct 2019		\$3745.00USD

Hard to scan

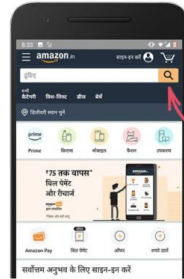


	21 Sep 2019		\$425.00 USD
	15 Sep 2019		\$2,500.00 USD
	18 Aug 2019		\$1,800.00 USD
	4 Oct 2019		\$3,745.00 USD

Choose the right alignment

9# Icon Metaphor

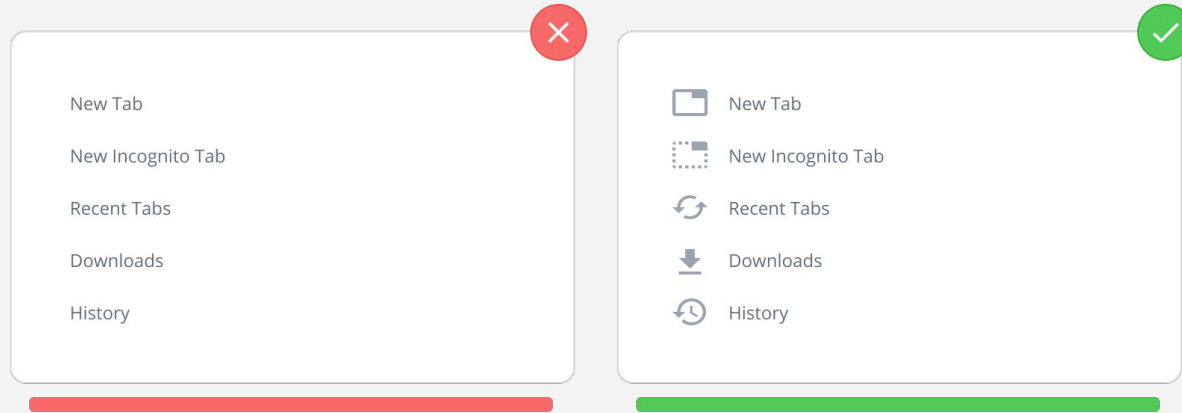
“When [Amazon] figured out customers **didn't know the magnifying glass was a standard symbol for search**—some were calling it the ping-pong paddle—it added pop-up descriptions and recommendations in Hindi.”



Iconography is not universal

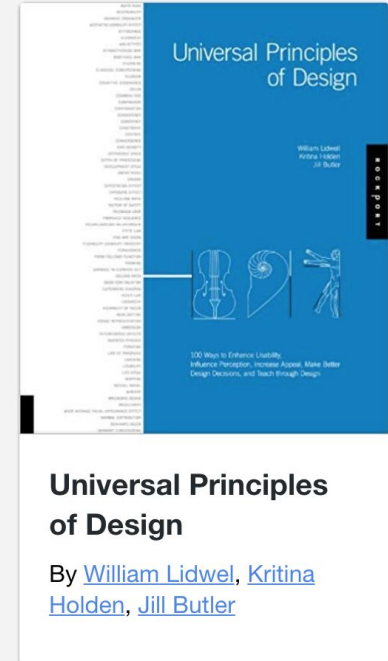


10# Icon + Text



Want more?

Learn more **principles**
and **apply** them in an
Open Source project of
your choice



Thank you
Questions?